

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date
3 March 2005 (03.03.2005)

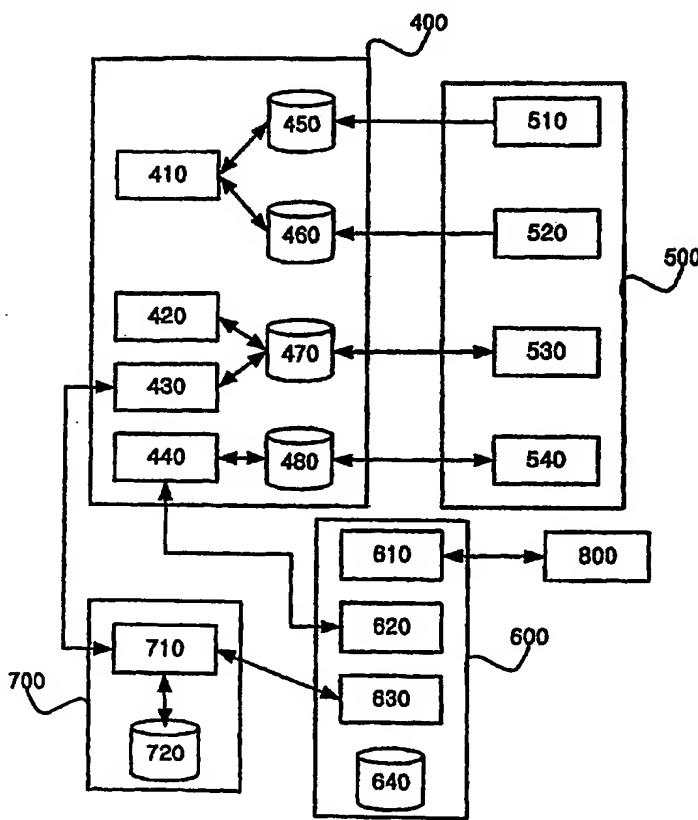
PCT

(10) International Publication Number
WO 2005/020116 A1

- (51) International Patent Classification⁷: **G06F 17/60**, H04H 1/00, H04N 7/58
- (21) International Application Number: PCT/KR2003/002208
- (22) International Filing Date: 21 October 2003 (21.10.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 10-2003-0059321 26 August 2003 (26.08.2003) KR
- (71) Applicant (for all designated States except US): NITGEN TECHNOLOGIES INC. [KR/KR]; 3rd Floor, Sanhak Research Foundation Building, 1337-31 Seocho-dong, Seocho-gu, Seoul 137-860 (KR).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): LEE, Nam-Yul
- [KR/KR]; 104 ho Jiyong Villa, 292-5 Junmin-dong, Yousung-gu, 305-810 Daejeon (KR). YOON, Kee-Joo [KR/KR]; 203 ho solgreen villa, 57-13 Songpa-dong, Songpa-gu, Seoul 138-849 (KR).
- (74) Agent: KIM, Sung-Soo; Room No. 702 Dongil Plaza Building, 763-7 Sanggye-6-dong, Nowon-gu, Seoul 139-831 (KR).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: SCHEDULING METHOD OF ADVERTISEMENT/BROADCASTING AND MANAGEMENT SYSTEM AND METHOD



(57) Abstract: A scheduling method of advertisement/ broadcasting of Integrated Broadcasting System based on network and a Centrally Controlled Management System using screen partition and a method thereof for control image transmitting of advertisement/broadcasting are disclosed. This invention interrupts broadcasting on playing now and broadcasts urgent broadcasting. After finish of urgent broadcasting interrupted and reserved broadcasting are transmitted again. This invention transmits various advertisement images through Internet in real time for optimal effects of advertisement, which is managed by a centrally control method. An Integrated Broadcasting System comprises a Content Distribution Server, a Traffic Management Server, a Security Server, a IBS Control Server, an IBS Administrator Interface, an IBS Terminal Server, a plurality of IBS Media Servers.



European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*